

One-Stop Career Centers and the Job Search Toolkit



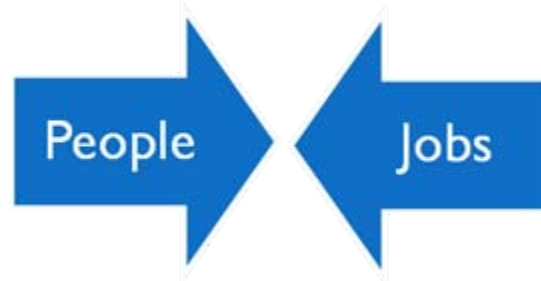
Presented by Erica Golden, M.A./S.P.H.R.° Tri-Cities One -Stop Career Center

One-Stop Career Centers

- Workforce Investment Boards throughout the region have created East Bay Works: a network of One-Stop Business and Career Centers in Alameda & Contra Costa Counties.

Alameda, Berkeley, Fremont, Hayward, Newark, Oakland, Pleasanton, Antioch, Brentwood, Concord, Richmond, San Pablo

- **Mission:** help people find jobs and jobs find people



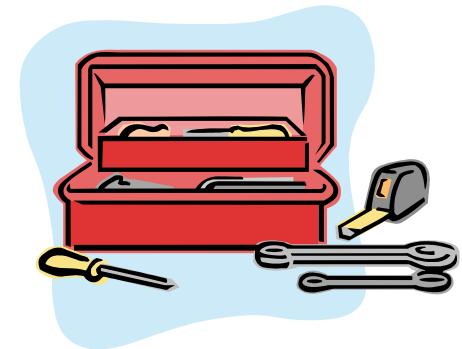
- Offer universal access to core job search services, referrals directly to jobs, training, education and other employment services.

Available to the entire community at no charge!

Universal Services

General Tools for Job Search

- Workshops-Resume, Interviewing, Job Search Strategies
- Career Resource Library
- Computers and Internet Access
- Fax and Phone Access
- Job Postings
- Education and Training Information
- Labor Market Information



*Helps anyone who comes to the One-Stop to build a
Job Search Toolkit for Career Transitions!*

WIA Intensive Services

Intensive Services

- Comprehensive Assessment
- Case Management
- Career Planning and Counseling
- Job Referrals and Placement
- Supportive Services and Job Retention



Training Services

- Occupational Skills Training (OJT)
- Skills Training

Community Services

- Stress Management Workshops & Drop-In Crisis Counseling by trained professionals available by onsite at many of the One-Stops
- 24-Hour Crisis Line: 1-800-309-2131
- Community Resources Directories:

Dial 2-1-1 for information and referrals to human services every day needs and times of crisis.



CRISIS SUPPORT SERVICES
of Alameda County

Discover Your Ideal Job

Presented by Erica Golden® Tri-Cities One -Stop Career Center



Career Transitions

- Many are in it right now
 - 9-12% unemployment in the U.S.
- Many will be in it again
 - *The average US adult worker will have an average of 10 jobs in their working life during the 21st Century **
- Learn how to manage transition effectively to get the result: The Ideal Job

* DOL: Labor Market's in the 21st Century <http://tinyurl.com/2wsp6h6>



What's an Ideal Job in this Employment Market?

- Many opinions-yours is the one that counts

- World of Work 2.0:

OLD MODEL: Loyalty ↔ Security

NEW MODEL: Talent ↔ Opportunity *

- In this market it's up to you to find where there are opportunities for your talent

How to find the Ideal Job?

- Take time to develop clarity about your ideal job and be targeted about your job search
- May seem like it's adding more time to your job search, but it will actually shorten it
 - *When you know where you're going it's easier to get there*



to “stay on course” & “course
so you won’t waste time on
g job search activities

Where to Start?

1. Self-Exploration
2. Research Options
3. Branding/Marketing
4. Job Search
5. Interviewing
6. Offer and Negotiation



Step#1 Self-Exploration

- Interests

- What do you *want* to do?

- Skills

- What do you know *how* to do?

- Values

- In what way would you like to do it?

- Priorities

- What do you *need* right now to do it?

Interests

- Identify Interest Areas
 - *What would I do if no one paid me to do it?*
 - *What do I get excited about? (Listen to your voice!)*
 - *What do I find myself reading, learning, or talking about on my own time? (Websites, magazines, books, etc.)*
- Interest Assessments available at One-Stops
- Track and Refine to **Top 10...**
...then Top 3...then Top 1!



Skills

- Content Skills

- Technical/Industry-specific



- Transferrable Skills

- *Skills you have acquired during any activity in your life -- jobs, classes, projects, parenting, hobbies, sports, virtually anything -- that are transferable and applicable to what you want to do in your next job.*

What do you know how to do?

- What specific knowledge do you have
 - Where you've been
 - I have been a ***Certified Nurses Assistant***
 - I have worked in an ***office***
 - I have been a ***child care*** provider
 - I have worked at a ***restaurant and café***
 - What you have done
 - Paid and unpaid work
 - Committees
 - Clubs/Associations
- What problems do you know how to solve?

How to find your Transferable Skills!

*Take a skills
inventory
online*

*Create an
inventory of
skills you
have*

*Browse websites
for professional
associations,
companies,
organizations, etc.*

*Conduct
informational
interviews*

*Google
Transferable
Skills*

*Attend
networking
events*

*Browse job
postings and
extract needed
skills*

Values



- What's important to me?
 - *What hours am I willing to work?*
 - *How much responsibility am I willing to take on right now?*
 - *What kind of management style do I work best under?*
 - *Where do I want to live? How far would I commute?*
 - *What kind of employer or company would I fit best with?*
 - *What is the corporate culture I'm seeking?*

Priorities

- Bottom line needs:
 - *What do I need to make ends meet?*
 - *Are you willing to accept a lower salary to enter a new career?*
 - *What kind of benefits to you need?*
- Bridges the gap between dreams and commitments.



Step #2 Research Your Options

- Explore occupations that match your interest, skills, values, and priorities
 - What's the projected growth for the career?
 - What companies have a demand for this role?
 - What market trends do you see that would impact this job?
- Explore Companies/Industries/Market Segments even if there are no openings currently
 - Who does what for whom?
 - What products/services are in demand?
 - What corporate culture/management style is evident?

The richer the knowledge base you build while researching, the more valuable you make yourself to potential employers!

Labor Market Research: What are you looking for?

...and are they looking for you???

- Informational interviews
 - *Detailed questions (Advice/Successes/Challenges, etc.)*
- Events
 - *Professional Association Meetings to gauge interest and Volunteer (Networking events)*
- Online
 - *Where?*

Where to Research

- Corporate Websites
- Employment Data Sites
(Payscale.com, Glassdoor.com, Vault.com)
- LinkedIn, Facebook, Twitter
- Newspapers *(NYT, WSJ, SF Chron, Biz Journals)*
- Professional Associations
- Hoovers, Yahoo Finance
- Dept. of Labor & EDD, BLS



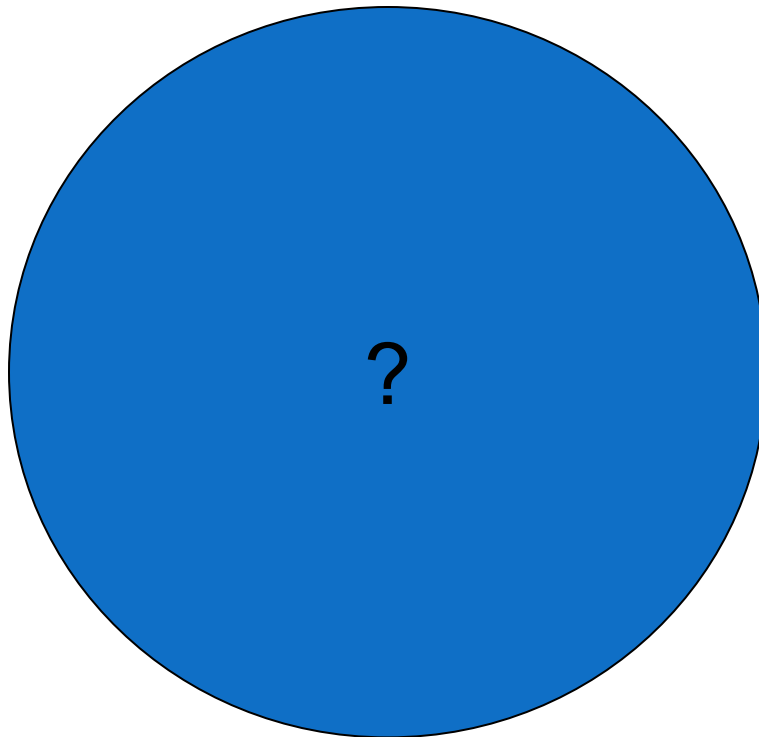
Step #3 Branding and Marketing

- Resume/Cover Letters
 - *Main Resume for Targeting/Tailoring*
 - *Chronological vs. Functional*
- Business Cards
- Portfolios
- Online Presence (2.0)
 - *Social Networking Sites*
 - *Blogs*
 - *Forums*



Step #4 Job Search

- How should you spend your Job Search time?
- Divide up your pie chart.



- Internet/Job Postings
- Targeting Companies
- Networking
- Staffing Agencies/
Recruiters
- Job Fairs

How You Should Spend Your Time!



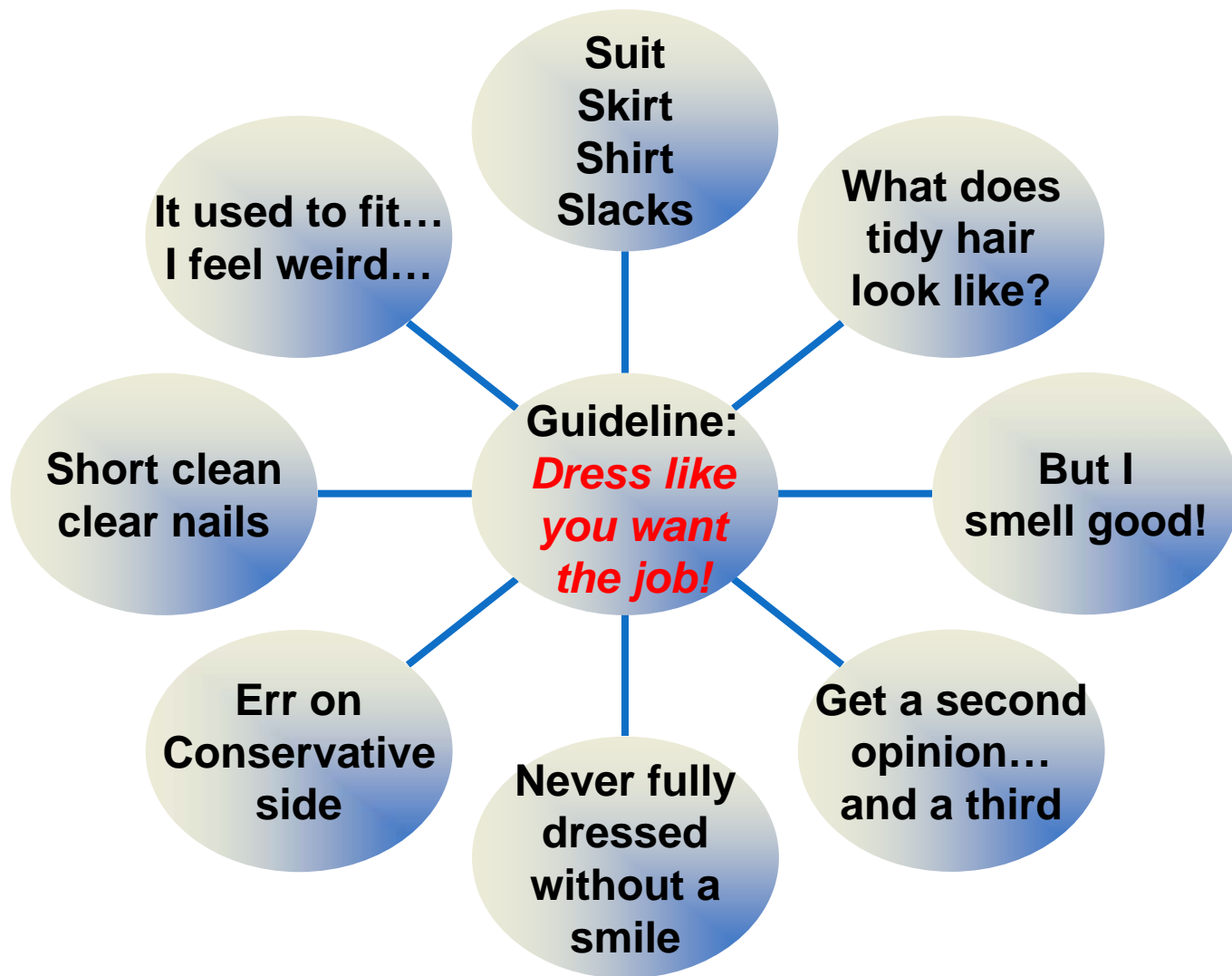
- *Use all strategies but focus on most important areas - those that are proven to get results (70% of jobs come from Networking!)*

Step #5 Interviewing



- Pre
 - *Do your homework*
 - *Actually practice out loud*
 - *Consider a mock interview and/or video*
- During
 - *Positive impression— “Likability Factor”*
 - *Answer the question, then stop talking!*
- Post
 - *Send Thank You note every time—no exceptions*

Dressing for the Interview



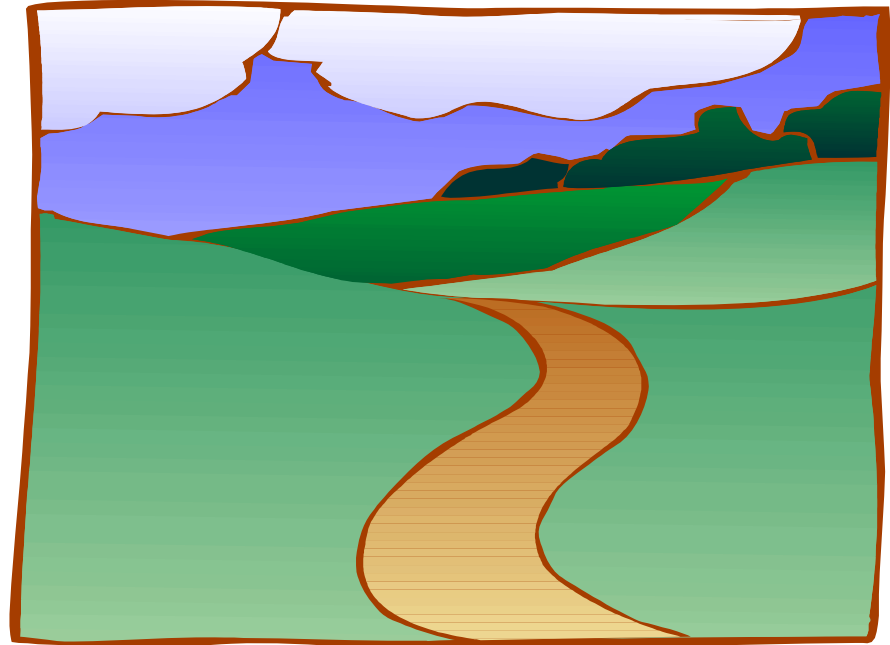
Step #6 Offer and Negotiating

- Evaluate “fit” of Offer
 - *Interests, Skill, Values, Priorities*
- Ideal Job may come in many forms:
 - *FTE, Contracting, P/T, Intern, Volunteer*
- Negotiation is business not personal
 - *RANGE: bottom line number you can live with, mid- range number you can be satisfied with, and top line that would be thrilling.*



Final Thoughts

- Review
- Q&A



**Thank You...
Good Luck
with Your
Career
Transitions!**

